

Consumer Spending Report

Flower Hill - New Retail / Restaurant Center

18251 Flower Hill Way, Gaithersburg, MD 20879

Building Type: **General Retail**
 Secondary: **Restaurant**
 GLA: **15,659 SF**
 Year Built: **2023**
 Total Available: **15,659 SF**
 % Leased: **0%**
 Rent/SF/Yr: **Negotiable**



2022 Annual Spending (\$000s)	1 Mile	3 Mile	5 Mile
Total Specified Consumer Spending	\$173,396	\$1,345,087	\$3,166,769
Total Apparel	\$9,449	\$73,350	\$167,048
Women's Apparel	3,665	28,401	65,656
Men's Apparel	1,970	15,237	34,749
Girl's Apparel	681	5,273	11,947
Boy's Apparel	511	3,939	8,726
Infant Apparel	428	3,381	7,461
Footwear	2,194	17,119	38,509
Total Entertainment & Hobbies	\$24,065	\$190,784	\$450,729
Entertainment	3,117	20,591	45,907
Audio & Visual Equipment/Service	5,213	42,756	98,065
Reading Materials	276	2,329	5,847
Pets, Toys, & Hobbies	3,790	29,997	72,276
Personal Items	11,668	95,111	228,633
Total Food and Alcohol	\$44,803	\$356,364	\$821,447
Food At Home	22,724	180,529	406,009
Food Away From Home	19,142	151,927	357,769
Alcoholic Beverages	2,936	23,908	57,670
Total Household	\$29,116	\$230,171	\$561,211
House Maintenance & Repair	6,095	45,327	106,079
Household Equip & Furnishings	10,776	85,556	205,570
Household Operations	8,575	69,232	171,362
Housing Costs	3,670	30,055	78,201

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2022 Annual Spending (000s)	1 Mile	3 Mile	5 Mile
Total Transportation/Maint.	\$45,955	\$335,530	\$774,059
Vehicle Purchases	23,496	160,197	363,365
Gasoline	11,183	86,116	192,805
Vehicle Expenses	1,152	9,586	24,284
Transportation	5,091	40,772	103,193
Automotive Repair & Maintenance	5,033	38,859	90,413
Total Health Care	\$7,403	\$60,372	\$141,685
Medical Services	4,268	34,668	82,668
Prescription Drugs	2,260	18,583	42,526
Medical Supplies	875	7,121	16,490
Total Education/Day Care	\$12,605	\$98,515	\$250,590
Education	8,283	63,588	160,680
Fees & Admissions	4,322	34,928	89,910

Demographic Detail Report

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Radius	1 Mile		3 Mile		5 Mile	
Population						
2027 Projection	13,823		109,370		234,533	
2022 Estimate	13,835		108,318		232,143	
2010 Census	13,580		99,963		213,486	
Growth 2022 - 2027	-0.09%		0.97%		1.03%	
Growth 2010 - 2022	1.88%		8.36%		8.74%	
2022 Population by Age						
	13,835		108,318		232,143	
Age 0 - 4	855	6.18%	6,678	6.17%	14,289	6.16%
Age 5 - 9	909	6.57%	7,150	6.60%	15,263	6.57%
Age 10 - 14	953	6.89%	7,291	6.73%	15,579	6.71%
Age 15 - 19	933	6.74%	6,811	6.29%	14,663	6.32%
Age 20 - 24	877	6.34%	6,228	5.75%	13,347	5.75%
Age 25 - 29	890	6.43%	6,467	5.97%	13,657	5.88%
Age 30 - 34	943	6.82%	7,222	6.67%	15,111	6.51%
Age 35 - 39	993	7.18%	7,935	7.33%	16,694	7.19%
Age 40 - 44	973	7.03%	7,896	7.29%	16,844	7.26%
Age 45 - 49	924	6.68%	7,427	6.86%	16,071	6.92%
Age 50 - 54	911	6.58%	7,161	6.61%	15,623	6.73%
Age 55 - 59	921	6.66%	7,003	6.47%	15,275	6.58%
Age 60 - 64	863	6.24%	6,455	5.96%	14,086	6.07%
Age 65 - 69	704	5.09%	5,353	4.94%	11,768	5.07%
Age 70 - 74	518	3.74%	4,101	3.79%	9,126	3.93%
Age 75 - 79	335	2.42%	2,855	2.64%	6,379	2.75%
Age 80 - 84	187	1.35%	1,823	1.68%	3,981	1.71%
Age 85+	144	1.04%	2,462	2.27%	4,387	1.89%
Age 65+	1,888	13.65%	16,594	15.32%	35,641	15.35%
Median Age	37.80		39.00		39.20	
Average Age	37.80		38.80		38.80	

Demographic Detail Report

Flower Hill - New Retail / Restaurant Center

18251 Flower Hill Way, Gaithersburg, MD 20879

Radius	1 Mile	3 Mile	5 Mile
2022 Population By Race	13,835	108,318	232,143
White	7,299 52.76%	61,745 57.00%	132,653 57.14%
Black	3,099 22.40%	24,339 22.47%	47,108 20.29%
Am. Indian & Alaskan	98 0.71%	1,108 1.02%	1,896 0.82%
Asian	2,733 19.75%	16,736 15.45%	41,348 17.81%
Hawaiian & Pacific Island	25 0.18%	169 0.16%	304 0.13%
Other	582 4.21%	4,220 3.90%	8,834 3.81%
Population by Hispanic Origin	13,835	108,318	232,143
Non-Hispanic Origin	9,266 66.98%	74,600 68.87%	175,762 75.71%
Hispanic Origin	4,570 33.03%	33,717 31.13%	56,382 24.29%
2022 Median Age, Male	36.50	37.80	38.10
2022 Average Age, Male	36.80	37.60	37.80
2022 Median Age, Female	39.10	40.10	40.40
2022 Average Age, Female	38.70	39.90	39.80
2022 Population by Occupation Classification	10,931	85,838	184,084
Civilian Employed	7,029 64.30%	57,638 67.15%	125,013 67.91%
Civilian Unemployed	420 3.84%	4,072 4.74%	7,898 4.29%
Civilian Non-Labor Force	3,463 31.68%	23,867 27.80%	50,463 27.41%
Armed Forces	19 0.17%	261 0.30%	710 0.39%
Households by Marital Status			
Married	2,479	18,874	43,076
Married No Children	1,230	9,748	22,375
Married w/Children	1,249	9,127	20,701
2022 Population by Education	10,083	79,853	170,717
Some High School, No Diploma	1,559 15.46%	10,427 13.06%	16,980 9.95%
High School Grad (Incl Equivalency)	2,117 21.00%	13,116 16.43%	23,705 13.89%
Some College, No Degree	1,959 19.43%	16,924 21.19%	34,172 20.02%
Associate Degree	777 7.71%	5,693 7.13%	11,716 6.86%
Bachelor Degree	2,297 22.78%	18,506 23.18%	43,029 25.20%
Advanced Degree	1,374 13.63%	15,187 19.02%	41,115 24.08%

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Radius	1 Mile		3 Mile		5 Mile	
2022 Population by Occupation	13,580		112,440		244,887	
Real Estate & Finance	301	2.22%	2,890	2.57%	7,253	2.96%
Professional & Management	4,530	33.36%	37,563	33.41%	91,768	37.47%
Public Administration	498	3.67%	5,354	4.76%	12,882	5.26%
Education & Health	1,432	10.54%	11,198	9.96%	24,930	10.18%
Services	1,650	12.15%	12,765	11.35%	21,783	8.90%
Information	121	0.89%	1,408	1.25%	3,094	1.26%
Sales	1,102	8.11%	10,139	9.02%	22,649	9.25%
Transportation	778	5.73%	7,649	6.80%	14,703	6.00%
Retail	621	4.57%	5,103	4.54%	10,435	4.26%
Wholesale	176	1.30%	1,033	0.92%	1,795	0.73%
Manufacturing	192	1.41%	1,750	1.56%	4,177	1.71%
Production	575	4.23%	4,103	3.65%	7,752	3.17%
Construction	591	4.35%	4,913	4.37%	8,119	3.32%
Utilities	335	2.47%	1,974	1.76%	4,226	1.73%
Agriculture & Mining	44	0.32%	225	0.20%	373	0.15%
Farming, Fishing, Forestry	68	0.50%	125	0.11%	199	0.08%
Other Services	566	4.17%	4,248	3.78%	8,749	3.57%
2022 Worker Travel Time to Job	6,768		54,767		118,197	
<30 Minutes	2,963	43.78%	24,814	45.31%	53,643	45.38%
30-60 Minutes	2,395	35.39%	19,249	35.15%	41,828	35.39%
60+ Minutes	1,410	20.83%	10,704	19.54%	22,726	19.23%
2010 Households by HH Size	4,289		34,615		75,979	
1-Person Households	744	17.35%	8,017	23.16%	17,285	22.75%
2-Person Households	1,142	26.63%	9,806	28.33%	22,666	29.83%
3-Person Households	799	18.63%	6,116	17.67%	13,666	17.99%
4-Person Households	744	17.35%	5,211	15.05%	11,969	15.75%
5-Person Households	425	9.91%	2,898	8.37%	5,858	7.71%
6-Person Households	226	5.27%	1,319	3.81%	2,492	3.28%
7 or more Person Households	209	4.87%	1,248	3.61%	2,043	2.69%
2022 Average Household Size	3.20		2.90		2.80	
Households						
2027 Projection	4,302		37,352		82,640	
2022 Estimate	4,314		37,063		81,907	
2010 Census	4,288		34,615		75,979	
Growth 2022 - 2027	-0.28%		0.78%		0.89%	
Growth 2010 - 2022	0.61%		7.07%		7.80%	

Demographic Detail Report

Flower Hill - New Retail / Restaurant Center

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Radius	1 Mile	3 Mile	5 Mile
2022 Households by HH Income	4,314	37,063	81,907
<\$25,000	323 7.49%	4,339 11.71%	8,477 10.35%
\$25,000 - \$50,000	486 11.27%	5,503 14.85%	10,074 12.30%
\$50,000 - \$75,000	554 12.84%	5,482 14.79%	11,008 13.44%
\$75,000 - \$100,000	643 14.90%	5,212 14.06%	10,879 13.28%
\$100,000 - \$125,000	647 15.00%	4,258 11.49%	9,360 11.43%
\$125,000 - \$150,000	367 8.51%	2,963 7.99%	6,708 8.19%
\$150,000 - \$200,000	640 14.84%	4,150 11.20%	10,382 12.68%
\$200,000+	654 15.16%	5,156 13.91%	15,019 18.34%
2022 Avg Household Income	\$127,606	\$115,283	\$129,128
2022 Med Household Income	\$105,834	\$90,385	\$101,377
2022 Occupied Housing	4,315	37,063	81,907
Owner Occupied	3,224 74.72%	23,530 63.49%	53,039 64.76%
Renter Occupied	1,091 25.28%	13,533 36.51%	28,868 35.24%
2010 Housing Units	4,391	37,778	83,469
1 Unit	3,400 77.43%	24,071 63.72%	54,190 64.92%
2 - 4 Units	10 0.23%	586 1.55%	1,261 1.51%
5 - 19 Units	921 20.97%	8,308 21.99%	16,479 19.74%
20+ Units	60 1.37%	4,813 12.74%	11,539 13.82%
2022 Housing Value	3,224	23,530	53,039
<\$100,000	31 0.96%	631 2.68%	1,084 2.04%
\$100,000 - \$200,000	332 10.30%	2,275 9.67%	3,652 6.89%
\$200,000 - \$300,000	571 17.71%	4,516 19.19%	8,358 15.76%
\$300,000 - \$400,000	1,000 31.02%	5,280 22.44%	10,069 18.98%
\$400,000 - \$500,000	763 23.67%	5,045 21.44%	10,024 18.90%
\$500,000 - \$1,000,000	525 16.28%	5,570 23.67%	18,793 35.43%
\$1,000,000+	2 0.06%	213 0.91%	1,059 2.00%
2022 Median Home Value	\$367,799	\$382,253	\$433,484
2022 Housing Units by Yr Built	4,391	37,838	83,659
Built 2010+	63 1.43%	2,852 7.54%	8,066 9.64%
Built 2000 - 2010	306 6.97%	3,860 10.20%	12,549 15.00%
Built 1990 - 1999	990 22.55%	5,028 13.29%	12,764 15.26%
Built 1980 - 1989	1,916 43.63%	10,953 28.95%	21,833 26.10%
Built 1970 - 1979	528 12.02%	9,536 25.20%	17,831 21.31%
Built 1960 - 1969	521 11.87%	3,883 10.26%	7,241 8.66%
Built 1950 - 1959	36 0.82%	946 2.50%	1,833 2.19%
Built <1949	31 0.71%	780 2.06%	1,542 1.84%
2022 Median Year Built	1985	1982	1985

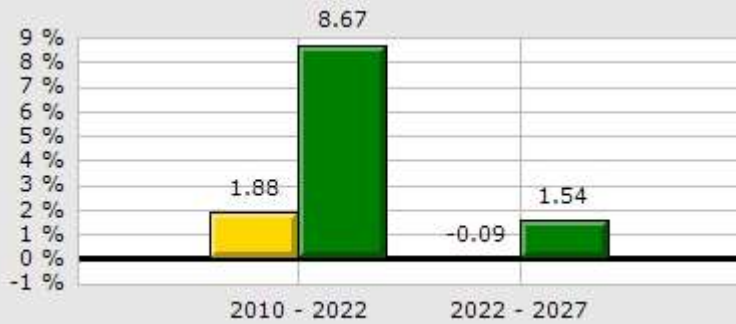
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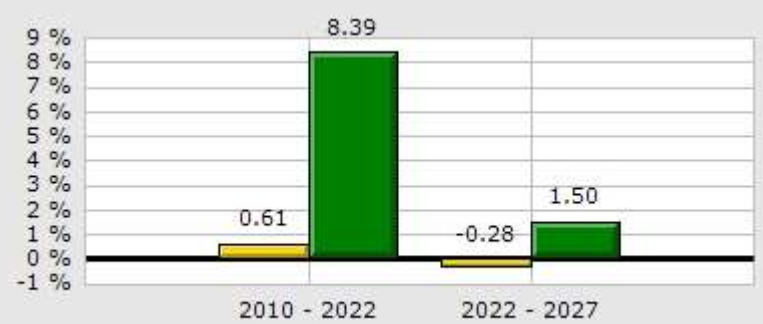
Type: **Retail/Restaurant**
 County: **Montgomery**

■ 1 Mile
■ County

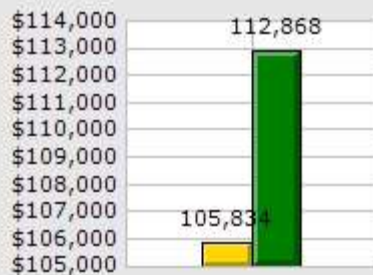
Population Growth



Household Growth



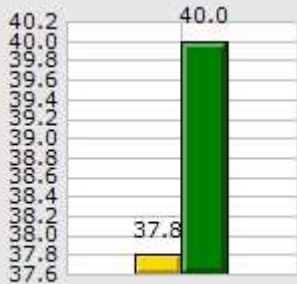
2022 Med Household Inc



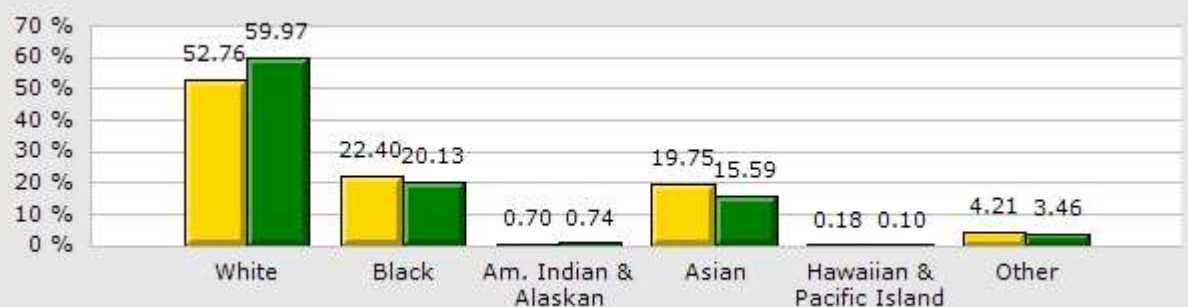
2022 Households by Household Income



2022 Median Age



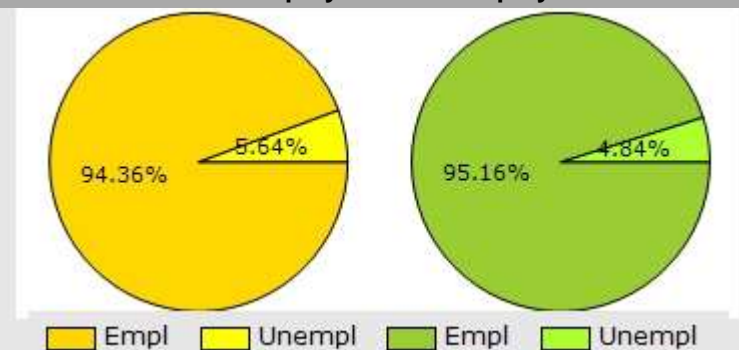
2022 Population by Race



2022 Renter vs. Owner



2022 Employed vs. Unemployed



Flower Hill - New Retail / Restaurant Center

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Type: **Retail/Restaurant**
 County: **Montgomery**

	1 Mile		County	
Population Growth				
Growth 2010 - 2022	1.88%		8.67%	
Growth 2022 - 2027	-0.09%		1.54%	
Empl	7,029	94.36%	567,154	95.16%
Unempl	420	5.64%	28,849	4.84%
2022 Population by Race				
	13,835		1,055,116	
White	7,299	52.76%	632,719	59.97%
Black	3,099	22.40%	212,439	20.13%
Am. Indian & Alaskan	97	0.70%	7,816	0.74%
Asian	2,733	19.75%	164,536	15.59%
Hawaiian & Pacific Island	25	0.18%	1,066	0.10%
Other	582	4.21%	36,540	3.46%
Household Growth				
Growth 2010 - 2022	0.61%		8.39%	
Growth 2022 - 2027	-0.28%		1.50%	
Renter Occupied	1,091	25.28%	132,762	34.32%
Owner Occupied	3,224	74.72%	254,018	65.68%
2022 Households by Household Income				
	4,314		386,780	
Income <\$25K	323	7.49%	36,370	9.40%
Income \$25K - \$50K	486	11.27%	43,612	11.28%
Income \$50K - \$75K	554	12.84%	46,381	11.99%
Income \$75K - \$100K	643	14.90%	45,856	11.86%
Income \$100K - \$125K	647	15.00%	41,129	10.63%
Income \$125K - \$150K	367	8.51%	31,270	8.08%
Income \$150K - \$200K	640	14.84%	49,023	12.67%
Income \$200K+	654	15.16%	93,139	24.08%
2022 Med Household Inc	\$105,834		\$112,868	
2022 Median Age	37.80		40.00	

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Description	2010		2022		2027	
Population	13,580		13,835		13,823	
Age 0 - 4	976	7.19%	855	6.18%	809	5.85%
Age 5 - 9	1,003	7.39%	909	6.57%	844	6.11%
Age 10 - 14	999	7.36%	953	6.89%	890	6.44%
Age 15 - 19	1,006	7.41%	933	6.74%	915	6.62%
Age 20 - 24	877	6.46%	877	6.34%	900	6.51%
Age 25 - 29	1,033	7.61%	890	6.43%	878	6.35%
Age 30 - 34	978	7.20%	943	6.82%	886	6.41%
Age 35 - 39	1,009	7.43%	993	7.18%	922	6.67%
Age 40 - 44	960	7.07%	973	7.03%	944	6.83%
Age 45 - 49	1,111	8.18%	924	6.68%	930	6.73%
Age 50 - 54	1,147	8.45%	911	6.58%	899	6.50%
Age 55 - 59	941	6.93%	921	6.66%	880	6.37%
Age 60 - 64	601	4.43%	863	6.24%	845	6.11%
Age 65 - 69	355	2.61%	704	5.09%	762	5.51%
Age 70 - 74	258	1.90%	518	3.74%	614	4.44%
Age 75 - 79	166	1.22%	335	2.42%	435	3.15%
Age 80 - 84	92	0.68%	187	1.35%	264	1.91%
Age 85+	67	0.49%	144	1.04%	206	1.49%
Age 15+	10,601	78.06%	11,116	80.35%	11,280	81.60%
Age 20+	9,595	70.66%	10,183	73.60%	10,365	74.98%
Age 65+	938	6.91%	1,888	13.65%	2,281	16.50%
Median Age	35		38		39	
Average Age	34.40		37.80		39.20	
Population By Race	13,580		13,835		13,823	
White	7,551	55.60%	7,299	52.76%	7,203	52.11%
Black	2,802	20.63%	3,099	22.40%	3,176	22.98%
Am. Indian & Alaskan	82	0.60%	98	0.71%	101	0.73%
Asian	2,568	18.91%	2,733	19.75%	2,726	19.72%
Hawaiian & Pacific Islander	18	0.13%	25	0.18%	25	0.18%
Other	505	3.72%	582	4.21%	591	4.28%

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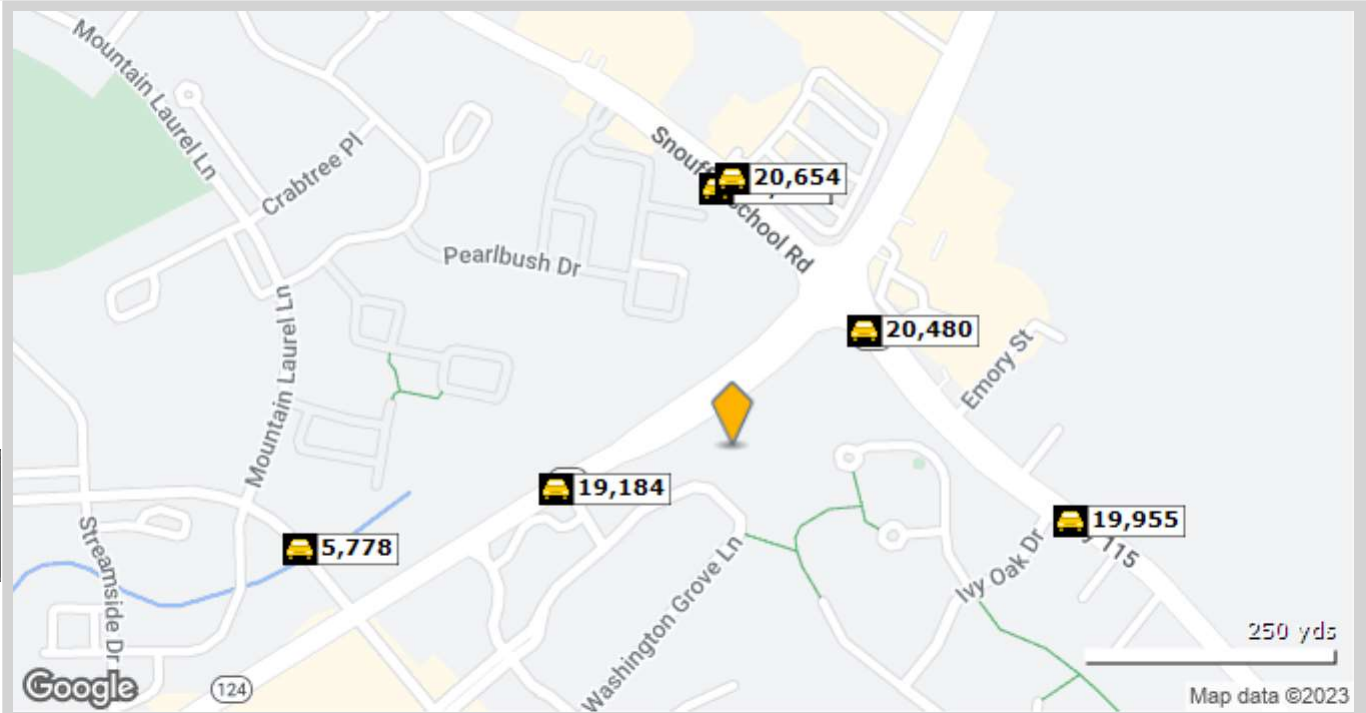
Description	2010	2022	2027
Population by Race (Hispanic)	3,802	4,570	4,734
White	3,336 87.74%	3,959 86.63%	4,079 86.16%
Black	240 6.31%	311 6.81%	333 7.03%
Am. Indian & Alaskan	62 1.63%	74 1.62%	80 1.69%
Asian	54 1.42%	77 1.68%	87 1.84%
Hawaiian & Pacific Islander	11 0.29%	19 0.42%	18 0.38%
Other	98 2.58%	130 2.84%	138 2.92%
Household by Household Income	4,288	4,314	4,302
<\$25,000	539 12.57%	323 7.49%	317 7.37%
\$25,000 - \$50,000	874 20.38%	486 11.27%	473 10.99%
\$50,000 - \$75,000	616 14.37%	554 12.84%	545 12.67%
\$75,000 - \$100,000	625 14.58%	643 14.90%	635 14.76%
\$100,000 - \$125,000	613 14.30%	647 15.00%	642 14.92%
\$125,000 - \$150,000	318 7.42%	367 8.51%	365 8.48%
\$150,000 - \$200,000	470 10.96%	640 14.84%	642 14.92%
\$200,000+	233 5.43%	654 15.16%	683 15.88%
Average Household Income	\$93,606	\$127,606	\$129,466
Median Household Income	\$79,600	\$105,834	\$107,048

Traffic Count Report

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	Street	Cross Street	Cross Str Dist	Count Year	Avg Daily Volume	Volume Type	Miles from Subject Prop
1	Woodfield Rd	Flower Hill Way	0.14 SW	2020	19,174	MPSI	.10
2	Woodfield Rd	Flower Hill Way	0.14 SW	2022	19,184	MPSI	.10
3	Muncaster Mill Road		0.00	2022	20,480	MPSI	.10
4	Snouffer School Road	Guildberry Dr	0.04 W	2020	22,643	MPSI	.15
5	Snouffer School Road	Guildberry Dr	0.04 W	2022	22,381	MPSI	.15
6	Snouffer School Rd	Sweet Autumn Dr	0.08 NW	2022	20,654	MPSI	.16
7	Muncaster Mill Road	Ivy Oak Dr	0.01 NW	2020	20,190	MPSI	.20
8	Muncaster Mill Road	Ivy Oak Dr	0.01 NW	2022	19,955	MPSI	.20
9	Flower Hill Way	Whispering Oaks Way	0.04 NW	2020	5,807	MPSI	.25
10	Flower Hill Way	Whispering Oaks Way	0.04 NW	2022	5,778	MPSI	.25

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Business Employment by Type	# of Businesses	# Employees	#Emp/Bus
Total Businesses	717	6,567	9
Retail & Wholesale Trade	121	1,198	10
Hospitality & Food Service	49	579	12
Real Estate, Renting, Leasing	31	129	4
Finance & Insurance	33	138	4
Information	15	167	11
Scientific & Technology Services	70	515	7
Management of Companies	2	6	3
Health Care & Social Assistance	31	148	5
Educational Services	14	333	24
Public Administration & Sales	2	43	22
Arts, Entertainment, Recreation	14	104	7
Utilities & Waste Management	41	538	13
Construction	145	1,511	10
Manufacturing	41	542	13
Agriculture, Mining, Fishing	0	0	0
Other Services	108	616	6